

# Xiaoyu Shi

UX/Product Designer



An empathetic, energetic and enthusiastic designer + patient listener

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## Education

### Carnegie Mellon University (CMU)

M.S., Human-Computer Interaction Institute

Aug 2020, Pittsburgh, PA

Merit Scholarship Recipient, 2019

### The Chinese University of Hong Kong, Shenzhen (CUHKSZ)

B.Eng., Computer Science and Engineering

Jun 2019, Shenzhen

National Scholarship, 2017,

## Awards

Honorable Mention, Netflix & Adobe

Creative jam, 2020

1st Place, Tencent Mini Game Design, 2020

2nd Place, Tencent MOBA Game Design, 2019

## Skills & Tools

### Design

Information Architecture

Prototyping

Mobile & Web Design

Data Visualization

Usability Testing

### Tools

Figma / Sketch

Adobe XD/AI/PS

Keynote

Tableau

Github

### Research

Contextual inquiry

Focus Group

Card Sorting

Personas

Journey Mapping

Conceptual Model

Storyboarding

### Programming

HTML/CSS

JavaScript

Python

C#

C/C++

MATLAB

MYSQL

## Experience

### HY Cross-Domain(Capstone Project) | Design Lead

May 2020 - July 2020, Pittsburgh, PA

- Led design activities in a cross-functional team to create a k12 programming teaching & learning platform for the client.
- Conducted 30+ stakeholder interviews, 3 expert interviews and 40+ literature reviews to find the niche.
- Completed 4 rounds of iteration on structure, UI and data visualization with Figma, and tested with 21 target users.

### picoCTF - CMU Cylab | UX Designer

May 2020 - July 2020, Pittsburgh, PA

- Scheduled the plan of the website redesign for picoCTF, collaborated closely with the project manager and front-end developer.
- Revised the information architecture to help transform their organization image from online competition to a comprehensive learning platform.
- Led user testings to discover the existing usability issues, and re-built the design system.

### Shenzhen Institute of Big Data | UX Designer Intern

Jun 2017 - Aug 2017, Shenzhen, China

- Coordinated between clients, project managers, and data analysts to design and develop a website for the Learning Analytics Project.
- Created data visualizations to present data such as student attendance and student distribution.

## Projects

### Recap | UX Research & Design

Sep 2019 - Dec 2019, Pittsburgh

- Designed a problem-based learning progress tracker for a programming class at a local high school.
- Conducted user research, and created models to generate insights and iteratively improved the prototype based on user feedback.

### Junto | UX Design

Sep 2019 - Dec 2019, Carnegie Mellon University

- Designed a gamified productivity app for college students to combat procrastination by revealing mysterious creatures in the AR environment.
- Ran user studies to understand the cause of procrastination, and conducted a literature review about habit formation.